

ABSTRACT OF THE DISCLOSURE

A system and method for delivering media content, including a plurality of local producers and a channel producer (such as a cable network). The plurality of local producers is located in a specific geographic terrain and produces content related to that terrain. The channel producer receives the content from the local producers, aggregates the content into a program line-up, and transmits the program line-up within and outside of the geographic terrain. The system and method can further include a media provider (such as a cable or satellite television operator, or a multiple system operator) to which the channel producer delivers the program line-up for transmission to areas within and outside of the specific geographic terrain. Examples of specific geographic terrain include coastal terrain, mountain terrain, and desert terrain. The present invention also includes methods for advertising and for generating revenue based on content related to a specific geographic terrain.

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